

Job Description

Wine & Beer Coordinator

Objective: The Wine & Beer Coordinator's foremost responsibility is to carefully curate the item selection with an emphasis on value, integrity, and individuality.

The Wine & Beer Coordinator is responsible for creating and maintaining relationships with vendors and producers, placing and receiving orders, and for keeping the beer & wine shelf and cooler stocked, clean, and orderly. This position is responsible for providing customers with information about beer & wine, both with one-on-one customer service and the creation of signage and other marketing materials. The department coordinator should organize and carry out beer & wine sampling with the assistance of the marketing department.

The Wine & Beer Coordinator oversees the Wine & Beer Associate, and delegates responsibilities as they see fit. This position is also part of the Durham Co-op Market Management team, and is expected to attend management meetings and assist in decisions that involve the whole store and staff.

Status: Full time, paid hourly

Reports to: Operations Manager, General Manager

Supervises: Wine & Beer Associate

Responsibilities

I. Customer Service:

- a. Offer consistent, friendly, fair and respectful customer interactions to ensure repeat customer traffic.
- b. Work with the marketing department and vendors to provide merchandising materials which supply product information to customers/staff
- c. Provide product information articles for the website, flyers, and newsletter
- d. Provide educational opportunities for customers and staff through demos, sampling, and mini-classes organized in conjunction with vendors and the marketing department.
- e. Understand and communicate the value of the co-op, and the particulars of ownership to customers and staff. Work to advance the mission of Durham Co-op Market through outstanding service.

II. Beer & Wine Knowledge

- a. Maintain an extensive knowledge of beer & wine varieties
- b. Research new products, and rotate varieties to maintain a fresh, attractive selection
- c. Provide training to staff on key beer and wine topics, to enable them to provide good customer service
- d. Maintain a high level of knowledge about beer & wine handling techniques to ensure top product quality

III. Purchasing

- a. Place orders with suppliers to ensure minimal out of stocks and losses
- b. Record and report any beer & wine losses
- c. Assist with quarterly beer & wine inventories as required
- d. Research new products, and rotate varieties to maintain a fresh, attractive selection
- e. Emphasize local beer selections
- f. Maintain clean display shelves and coolers
- g. Organize beer & wine in back-stock to save space, reduce damage, and maximize efficiency

IV. Merchandising

- a. Maintain proper and effective merchandising of the Beer & Wine sales floor. Ensure that the sales floor is kept clean, neat, and well faced.
- b. Plan attractive, effective displays to promote rapid sales of promotional items. Communicate plans for sales displays to ensure timely set up, accurate signage, and coordination with POS price changes.
- c. Periodically review sets; execute category re-sets as needed. Determine new product slotting and shelf-space allocations.

- d. Review sales movement; monitor product trends; establish periodic category reviews; add or remove products to enhance overall sales and departmental performance.
- e. Work with other department managers and the marketing department to cross-merchandise products.
- f. Conduct periodic price comparisons with other stores.

V. Financial duties

- a. Achieve or exceed margin, inventory turns, sales per labor hour and labor as % of sales goals as established with the Grocery Manager and the General Manager.
- b. Achieve sales growth goals as established with the Grocery Manager and the General Manager.

VI. Other Responsibilities

- a. Become familiar with and able to explain ownership simply, efficiently, and completely
- b. Become familiar with the products carried at Durham Co-op Market and where they are located throughout the store. Gather product information from training, vendors, and experienced staff
- c. Work shifts as assigned, informing the Operations Manager or General Manager of any difficulties in working assigned shifts as soon as possible
- d. Arrive at work allowing enough time to clock-in at the assigned time and be on the floor ready to begin work
- e. Attend and participate in mandatory staff and department meetings as scheduled
- f. Use store computers for business use only
- g. Keep supervisor informed of any problems or ideas
- h. Treat customer service as a the top priority
- i. Know and follow store policies and procedures
- j. Help with other tasks as deemed necessary

VII. Any other duties as assigned by the Operations Manager or the General Manager.

I have read and understand this job description.

Signature: _____ date: _____

Qualifications:

- Commitment to superior customer service and to providing the highest quality shopping experience possible
- Motivated, self-starter with a desire to succeed and exceed expectations
- Extensive knowledge of wine and beer
- Experience in the following operational areas:
 - Purchasing
 - Merchandising
- Desired experience, but not required:
 - Natural foods knowledge
 - Understanding of cooperative business model